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Vegetable and Fruit Rainbow 579 Kick-off Press Conference

Report Categories:

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Report Highlights:

The April 2, 2009 kick-off press conference for the Formosa Cancer Foundation's (FCF) "Vegetable and Fruit Rainbow 5-7-9" Campaign (previously "5-a-day") marked the third year of USDA Global Based Initiative (GBI) funding and U.S. Producer Association sponsorship for the nutrition program that promotes increased consumption of U.S. fruit and vegetable products in the Taiwan market.

Executive Summary:

As the success and support for this program has grown, so has the scope of its reach. The campaign's name change reflects its more comprehensive approach to nutrition, targeting not only young children, but also their families. The program's strategy includes the training of dietitians, and in-school nutrition seminars which reached 78,000 students and their families in 2007 and 120,000 in 2008. The Washington Apple Commission is taking the lead on this GBI in conjunction with the ATO and Formosa Cancer Foundation.

General Information:

During the press conference, American Institute Taiwan Director Stephen M. Young commended the Washington Apple Commission, other USDA partners, and the Formosa Cancer Foundation (FCF) for designing such a creative and interactive nutrition program, and gave his best wishes for a successful and more expanded "5-7-9" program in 2009. FCF President Jin-Pyng Wang and Yuanta Financial Corporation Chairman Ching-Chang Yen both expressed

their great enthusiasm for the program, as well as their personal health and diet tips. The press event also included a light hearted game designed to find the unhealthiest parent, as well as a magic show that introduced the 2009 “5-7-9” checkbooks for children.

This year’s campaign continues the retail promotion with Wellcome Supermarket chain where children can receive a NT\$10 (US\$0.30) discount on a variety of products, many of which are produced by U.S. growers. There are more than 200 Wellcome supermarkets across the island participating in this program.

Media Coverage:

There were more than 75 print, television, radio, and internet media reports covering the press conference launch of the 2009 program. The Chinese and English language media coverage includes 19 newspaper articles, 30 internet articles, 22 television reports, and 6 radio spots.

“579” Sponsors:

AIT’s Agricultural Trade Office, Taiwan
Almond Board of California
California Agricultural Export Council
Washington Apple Commission
California Tree Fruit Agreement
California Cherry Advisory Board
Pear Bureau Northwest
Raisin Administrative Committee
U.S. Highbush Blueberry Council
Sunkist Growers
California Table Grape Committee
U.S. Apple
State of Montana
United Airlines
Northwest Cherries

Photos:



The "5-7-9" launch press conference gets an energetic start with warm-up exercises that called for the participation of local school children and VIPs. Special guests included, Stephen M. Young, Director of the American Institute in Taiwan, Former Minister of Finance and current Chairman of the Yuanta Foundation, Mr. Ching –Chang Yen, and Taiwan Legislative Yuan President, Jin-Pyng Wang, who is also President of the Formosa Cancer Foundation.



“Fruit and Vegetable Rainbow 579” partner Wellcome Supermarket chain set up an informative display of fruit and vegetable products with detailed information on the nutritional value of foods in each of the different color categories.



One child eagerly exposes her father’s poor eating habits in a light hearted game designed to find the unhealthiest parent.



The “5-7-9” checklist (large size version displayed above), is filled with homework assignments encouraging better nutritional habits for the whole family, as well as Wellcome Supermarket NT\$10 discounts on a variety of products, many of which are produced by U.S. growers. Beginning in May, FCF is expected to deliver 100,000 copies of “checkbooks” to trained nutritionists at more than 200 schools around the island. The kids will continue to complete the homework assignments over the summer break and the program will be wrapped up with a lucky draw event next November. Wellcome will run monthly promotions during this time period featuring various seasonal fruits and vegetables from the United States. United Airlines donated two round tickets to the U.S. as final grand prize for those children who complete all of the checkbooks’ homework assignments. The final press conference/drawing will be held in November.



2009 “Fruit and Vegetable Rainbow 579” checkbook



Co-sponsor logos are placed on the back of the checkbook



Sample of a check signed by child and approved by parent. Homework assignment to be completed by child: I will eat one more plate of fruits as dessert after the dinner



桃李

我是桃李家族，5月~11月最容易看到我了，包括水蜜桃（Peach）、甜桃（Nectarine）、蜜李（Plum）及蜜梅（Prune）等都是我的姊妹，我具有無脂、無鈉、無膽固醇、低熱量等特性，且富含維生素C以及含有類胡蘿蔔素、聚酚類化合物等兩項植物性化學成份，是最天然的抗氧化劑，可幫助中和身體裡自由基的功能囉！

頂好Wellcome 購買加州甜桃滿150元，憑券折15元

*使用期限：2009/7/1(三)~7/31(五)，每次限用一張
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Descriptions of popular fruit included in the checkbook: I am part of the stone fruit family. You will see me during May-November. Peaches, nectarines, plums, and prunes are my sisters. Non-fat, non-sodium, non-cholesterol and low-calories are my characteristics. Vitamin C, and Carotenoid/Phenol contained in my body are natural anti-oxidant that can help neutralize free radical.

Wellcome Supermarket: Buy NT\$150 of California Peaches, plums, and nectarines can get NT\$15 discount with this coupon during July 1-31, 2009.

US Fresh Fruit and Vegetable Exports to Taiwan

<i>US\$1000</i>	2005	2006	2007	2008
Fruit	155,695	144,160	141,389	176,581
Vegetable	29,781	27,031	33,496	36,526

Source: Global Trade Atlas (GTA)